

# Recreation and Tourism Management

IN THE L. ROBERT PAYNE SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT  
IN THE COLLEGE OF PROFESSIONAL STUDIES AND FINE ARTS

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\*PSFA office locations are subject to change due to construction. Check the website at <http://psfa.sdsu.edu> for current office locations.

Accredited by the National Recreation and Parks Association.

## Faculty

**Emeritus:** Dixon, Duncan, Hanson, Hutchinson, Lamke, Peterson, Rankin

**Director:** Winston

**Professor:** Beck

**Associate Professors:** Ponting, Sasidharan

**Lecturers:** DeSoto, Greenberg, Hemmens, Higgins, Ramaeker

**Offered by the L. Robert Payne School of Hospitality and Tourism Management**

Major in recreation administration with the B.S. degree in applied arts and sciences.

Emphasis in outdoor resource management.

Emphasis in recreation systems management.

Emphasis in sustainable tourism management.

Minor in recreation.

## The Major

A commitment to working with people to enhance the quality of their lives is important to a study of recreation and tourism.

Increasingly diverse opportunities are available in the recreation and tourism profession. The major offers a sufficiently wide range of courses for students who may wish to enter diverse recreation, tourism, or human services fields.

Students in this major elect one of three areas of emphasis. The outdoor resource management emphasis stresses conservation, natural science, ecology, and recreation/park administration. Society's efforts to sustain a balance between the environment and recreational use are studied. Graduates find employment as naturalists, outdoor education specialists, outdoor resource management planners, park interpreters, and park rangers.

Recreation systems management stresses the effective organization, administration, and supervision of recreation, park, and tourism agencies, both public and private. Graduates find employment as administrators and supervisors with public, private or commercial park and recreation agencies. They assume professional positions with youth and family serving agencies, private clubs and condominium associations, a variety of leisure related businesses including tourism agencies, and municipal, county, and state organizations.

Sustainable tourism management prepares students to work in tourism, recreation, cultural, natural resource, and sports settings. It stresses the cultural and ecological tourism leadership needs of new tourism professionals by emphasizing the linkages between the economic, environmental, and social (including cultural and political) spheres and involves an interdisciplinary approach. Students learn about assessment, programming, and evaluation for planning and management of sustainable tourism businesses. Graduates find employment as managers and directors with transportation agencies, destination management organizations, travel and tour companies, tourism attractions, leisure, recreation, and sports organizations, cultural industries, adventure and ecotourism services, and lodging enterprises.

The sustainable tourism management emphasis requires international experience. Refer to the international experience section under the requirements for the Emphasis in Sustainable Tourism Management.

## Advising

All students admitted to the university with a declared major in recreation administration must attend an advising meeting with the undergraduate advisers in the school every semester.

## Impacted Program

The recreation administration major and emphases are impacted programs. To be admitted to the recreation administration major or an emphasis, students must meet the following criteria:

- Complete preparation for the major;
- Complete a minimum of 60 transferable semester units;
- Have a minimum cumulative GPA of 2.3.

To complete the major, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment).

## Major Academic Plans (MAPs)

Visit <http://www.sdsu.edu/mymap> for the recommended courses needed to fulfill your major requirements. The MAPs website was created to help students navigate the course requirements for their majors and to identify which General Education course will also fulfill a major preparation course requirement.

## Recreation Administration Major

With the B.S. Degree in Applied Arts and Sciences

**(Major Code: 21031)**

All candidates for a degree in applied arts and sciences must complete the graduation requirements listed in the section of this catalog on "Graduation Requirements."

The major in recreation administration must be planned with an emphasis in outdoor resource management, recreation systems management, or sustainable tourism management.

A minor is not required with this major.

## Emphasis in Outdoor Resource Management

**(SIMS Code: 667751)**

**Preparation for the Major.** Recreation and Tourism Management 101, 107, 284; Biology 100 or 101; Geography 102, 104; Geological Sciences 100, 101; Professional Studies and Fine Arts 100 or Psychology 101. (26 units)

**Graduation Writing Assessment Requirement.** Passing the Writing Placement Assessment with a score of 10 or Recreation and Tourism Management 396W with a grade of C (2.0) or better. See "Graduation Requirements" section for a complete listing of requirements.

**Major.** A minimum of 51 upper division units to include Oceanography 320; Recreation and Tourism Management 304, 305, 351, 404, 469, 470, 485, 487, 489, 498 (12 units); nine units selected from Recreation and Tourism Management 468, 483, 484, 496; Anthropology 402; Biology 315, 327; Geography 370, 570, 572, 575; Geological Sciences 301; Philosophy 332 [or Sustainability 332]; Religious Studies 376 (or other upper division courses may be substituted with approval of the adviser).

## Emphasis in Recreation Systems Management

**(SIMS Code: 667765)**

**Preparation for the Major.** Recreation and Tourism Management 101, 107, 284; Biology 100 or 101; Management Information Systems 180; Psychology 101; Sociology 101; and six units selected from Economics 101, 102; Finance 240; Hospitality and Tourism Management 223. (28 units)

## Recreation and Tourism Management

**Graduation Writing Assessment Requirement.** Passing the Writing Placement Assessment with a score of 10 or Recreation and Tourism Management 396W with a grade of C (2.0) or better. See "Graduation Requirements" section for a complete listing of requirements.

**Major.** A minimum of 51 upper division units to include Recreation and Tourism Management 304, 305, 404, 468, 469, 470, 498 (12 units); Psychology 340 or Sociology 355; nine units selected from Recreation and Tourism Management 340, 351, 475, 483, 489; Hospitality and Tourism Management 430, 433, 435; and nine units selected from Business Administration 350, 370; Management 352; Public Administration 350; Sociology 444.

### Emphasis in Sustainable Tourism Management (SIMS Code: 667766)

**Preparation for the Major.** Recreation and Tourism Management 101, 284; Accountancy 201; Economics 101, 102; Geography 101, 101L, 102; Hospitality and Tourism Management 223. (25 units)

**Graduation Writing Assessment Requirement.** Passing the Writing Placement Assessment with a score of 10 or Recreation and Tourism Management 396W with a grade of C (2.0) or better. See "Graduation Requirements" section for a complete listing of requirements.

**International Experience Requirement.** All majors in the sustainable tourism management emphasis are required to complete an international experience requirement. To meet this requirement, majors must complete one of the following with the pre-approved and written consent of the undergraduate adviser:

1. International Field Trip;
2. International Internship;
3. International Student Exchange;
4. CSU Study Abroad Program;
5. International Professional Engagement

Scholarships are available for the international experience. The international experience should meet the student learning outcomes of the emphasis in sustainable tourism management. International experience must follow international experiences policy and guidelines. See adviser for details.

**Major.** A minimum of 51 upper division units to include Recreation and Tourism Management 304, 404, 413, 470, 477, 487, 498 (12 units); and 21 units selected from five competency areas. At least three units must be selected from each of the following five competency areas:

1. **Environmental Sustainability:** Biology 315; Geography 370, 409.
2. **Social/Cultural Sustainability, Social Justice, and Equity:** Recreation and Tourism Management 351; Hospitality and Tourism Management 370 [or American Indian Studies 370]; International Security and Conflict Resolution 301; Philosophy 332 [or Sustainability 332].
3. **Economic Sustainability:** Economics 455, 456.
4. **Sustainable Development:** Environmental Engineering 320; Political Science 334 [or Sustainability 334].
5. **Field Application:** Recreation and Tourism Management 305, 469, 489.

### Recreation Minor (SIMS Code: 667701)

The minor in recreation consists of a minimum of 15 units to include Recreation and Tourism Management 101, 304, 305 or 487, 404, and three additional upper division units selected from Recreation and Tourism Management 351, 469, 470, 475, 484, 489, 499.

Courses in the minor may not be counted toward the major, but may be used to satisfy preparation for the major and general education requirements, if applicable. A minimum of six upper division units must be completed in residence at San Diego State University.

## Courses (RTM)

Refer to Courses and Curricula and University Policies sections of this catalog for explanation of the course numbering system, unit or credit hour, prerequisites, and related information.

### LOWER DIVISION COURSES

#### RTM 101. Recreation and Tourism Management (3)

Role of recreation and tourism systems in contemporary society. History and philosophy, scope of services, facilities, programs, personnel, and evaluation.

#### RTM 107. Recreation Programming and Leadership (4)

Three lectures and three hours of laboratory.

Theories, principles, and techniques of group leadership, group dynamics, communication, problem-solving, creativity, program planning, and publicity as they relate to selected recreation systems. Student ePortfolio is initiated.

#### RTM 200. Recreation, Travel, and Self-Awareness (3) [GE]

How recreation and travel are influenced by economic, environmental, political, and socio-cultural forces. Impacts of recreation and travel on well-being and self-awareness.

#### RTM 284. Supervised Field Work (3) Cr/NC

Prerequisites: Consent of instructor or department chair and 125 hours experience in recreation leadership.

Observation and participation in community recreation leadership. Practical experience in a variety of recreational settings. Eight hours per week at an agency.

#### RTM 290. Quantitative and Qualitative Literacy in Tourism (3)

Prerequisite: Recreation and Tourism Management 101 or Hospitality and Tourism Management 201 with a minimum grade of C (2.0).

Quantitative and qualitative methods in hospitality, recreation, and tourism fields. Gathering data from sources, summarizing data points, analyses, reporting findings/results, conclusions and recommendations.

#### RTM 296. Experimental Topics (1-4)

Selected topics. May be repeated with new content. See *Class Schedule* for specific content. Limit of nine units of any combination of 296, 496, 596 courses applicable to a bachelor's degree.

### UPPER DIVISION COURSES

(Intended for Undergraduates)

#### RTM 304. Leisure and Tourism (3) [GE]

Study of leisure and its impact on contemporary life; issues affecting recreation in today's urbanized society.

#### RTM 305. Wilderness and the Leisure Experience (3) [GE]

Prerequisite: Biology 100 or 101.

Values of protected landscapes to individuals and society. Scientific, political, international, and ethical dimensions of natural landscapes. Implications for protection, visitor management, and sustainable tourism.

#### RTM 340. Conduct of Recreational Sports (3)

Three lectures plus outside practical experience in the conduct of recreational sports programs.

Organization of competition, community sports programs, administration of intramural athletics, and techniques of officiating.

#### RTM 351. Recreation Therapy and Special Populations (3)

Sociopsychological aspects of special populations and their implications for leisure pursuits. Field trips may be included.

#### RTM 396W. Writing in Recreation Settings (3)

Prerequisites: Satisfies Graduation Writing Assessment Requirement for students who have completed 60 units; completed Writing Placement Assessment with a score of 8 or higher (or earned a grade of C (2.0) or better in Rhetoric and Writing Studies 280, 281 [or Linguistics 281] if score on WPA was 6 or lower); and completed General Education requirements in Communication and Critical Thinking. **Proof of completion of prerequisites required:** Test scores or verification of exemption; copy of transcript.

Theory and practice of writing in the field of recreation and parks with application to various settings.

**RTM 404. Cross-Cultural Perspectives of Tourism (3) [GE]**

Concepts, definitions, and measures of essential cultural components of tourism. Integrated view of interrelated socio-cultural tourism issues with an understanding and appreciation of diverse cultures.

**RTM 413. Cultural Tourism (3)**

Two lectures and two hours of activity.

Prerequisite: Recreation and Tourism Management 470.

Concepts of cultural tourism and cultural heritage management. Strategies for planning of cultural tourism resources and for development of cultural tourism initiatives. Evaluating tourism potential of cultural or heritage assets.

**RTM 468. Marketing, Financing, and Assessment in Recreation and Tourism Management (3)**

Marketing, financing, and assessment specifically related to recreation and tourism management to include services development, pricing, promotion, distribution; budget development, revenue generation, assets management, controls; evaluation and research process as they relate to service development and delivery.

**RTM 469. Administration and Operation of Recreation and Tourism Agencies (3)**

Prerequisite: Recreation and Tourism Management 470 or 475.

Administrative and operational aspects of managing and leading in recreation and tourism agencies to include liability, risk management, administrative regulations; information/decision systems in organizations; strategic planning; operation of facilities/areas; human resource functions related to successful service delivery.

**RTM 470. Global Sustainable Tourism Management (3)**

Prerequisite: Recreation and Tourism Management 101 or Hospitality and Tourism Management 201.

Global tourism management, economics, development and sustainability. Social, cultural, and environmental impact indicators and management tools for sustainable development.

**RTM 475. Commercial Recreation and Attractions Management (3)**

Analysis of commercial recreation field, including design, development, programming and marketing aspects of various commercial recreation enterprises.

**RTM 477. Sustainable Tourism Planning (3)**

Prerequisite: Recreation and Tourism Management 101.

Nature and scope of sustainable tourism planning. Approaches, principles, and processes for creating sustainability value in tourism. Sustainability assessment and corporate social responsibility for tourism amenities, attractions, services, transportation and facilities.

**RTM 483. Outdoor Education and Camp Administration (3)**

Prerequisite: Recreation and Tourism Management 101.

Philosophy, theory, methods, application, and scope of outdoor education in recreation and ecotourism camp settings. Management of resident, day, and travel camps.

**RTM 484. Directed Leadership (3) Cr/NC**

One lecture and eight hours of supervised activity.

Prerequisite: Recreation and Tourism Management 284.

Supervised leadership experience in public and private recreation agencies. Maximum credit six units.

**RTM 485. Outdoor Recreation Planning and Policy (3)**

Nature and scope of recreation in nonurban areas. Public demand for recreation and its impact on natural resources. Management, planning, research and operation of regional and national park and recreation areas.

**RTM 487. Environmental and Cultural Interpretation (3)**

Prerequisite: Recreation and Tourism Management 101.

Philosophy, theory, methods, application, and scope of cultural interpretation in recreation and tourism settings.

**RTM 489. Outdoor Leadership and Adventure Programming (3)**

Prerequisite: Recreation and Tourism Management 305.

Theoretical principles and experience in leadership, judgment, and decision making in outdoor adventure programming.

**RTM 496. Experimental Topics (1-4)**

Selected topics. May be repeated with new content. See *Class Schedule* for specific content. Limit of nine units of any combination of 296, 496, 596 courses applicable to a bachelor's degree.

**RTM 498. Internship in Recreation and Tourism Management (6 or 12) Cr/NC**

Twenty off-campus hours required per week for 6-unit program, or 40 off-campus hours required per week for 12-unit programs.

Prerequisites: Consent of instructor or department chair, completion of all required lower division recreation courses, and completion of both Standard or Multimedia First Aid certificate and CPR certificate by end of semester.

For six unit internship: 250 hours of professional work experience in recreation and tourism management. For 12 unit internship: 500 hours required Credit for course requires completion of ePortfolio. Maximum credit 12 units.

**RTM 499. Special Study (1-3)**

Prerequisite: Consent of special study adviser.

Individual study. Maximum credit six units.